



U.S. Trade and Development Agency

Connecting U.S. companies with export opportunities overseas

MEDIA ADVISORY

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MEDIA INQUIRIES

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USTDA Business Briefing for U.S. Companies to Highlight Opportunities in Turkey's Smart Grid Sector

NEW YORK, NY – Linking senior Turkish energy officials with U.S. companies is the goal of a business briefing that will take place on Friday, April 20, 2012 at the Roosevelt Hotel in New York, NY. The business briefing is part of a USTDA-sponsored visit to the United States that aims to introduce senior Turkish officials to advanced U.S. smart grid and energy distribution technologies and best practices through visits to U.S. facilities and meetings with leading U.S. companies. USTDA organized this reverse trade mission to support Turkey's goal of doubling power capacity and generating 30% from renewable sources over the next ten years. Turkey's energy initiatives are part of an overall goal of becoming the 10th largest global economy by 2023. The business briefing will offer a venue for the delegates to share their priorities and procurement opportunities with U.S. companies and thus promote interactive dialogue on technical solutions to help Turkey meet its smart grid and energy distribution goal. The business briefing agenda includes presentations by the delegates on project opportunities; a panel discussion on project financing options; and one-on-one meetings with the delegates.

What

- Business Briefing for the Turkey Smart Grid Reverse Trade Mission

Who

- Ministry of Energy and Natural Resources
- Energy Market Regulatory Authority (EMRA)
- Turkish Electricity Transmission Corporation (TEIAS)
- The following electricity distribution companies:
 - Akedaş Elektrik Dağıtım A.Ş.
 - Aydem Elektrik Dağıtım A.Ş.
 - Çedaş (Çamlıbel Elektrik)
 - Çoruh Aksa Elektrik
 - Fırat Aksa Elektrik
 - Enerjisa Başkent Elektrik Dağıtım A.Ş.
 - Medam Meram Elektrik Dağıtım
 - Osmangazi Elektrik
 - Sedaş – Sakarya Elektrik
 - Trakya Elektrik
 - Uludağ Elektrik
 - Çalık Yedaş (Yeşilirmak Elektrik)

When: Friday, April 20
8:15 am – 4:30 pm

Where: The Roosevelt Hotel
Madison Ave and E. 45th St. // New York, NY 10017 // Tel: 212-661-9600

Media organizations interested in attending the Business Briefing should email USTDA Public Affairs specialist, Steve Lewis at slewis@ustda.gov. For more information on the Business Briefing or reverse trade mission, contact Public Affairs at (703) 875-4357, or visit our website, www.ustda.gov.

